

A Tribute to EDANA stalwarts Philip Preest (1941 - 2020) and Guy Massenaux (1935 - 2017)

15 January 2021

The EDANA team has the sad duty to report the unexpected death of our former Marketing Director Philip Preest whose career with EDANA spanned four decades and a record number of years (1974 - 2006). Philip passed in his home in Brussels the week before Christmas.



Guy Massenaux



Philip Preest

Pierre Wiertz, who worked with Philip for over 20 years, learnt the sad news from Philip's brother earlier this month. "We share our condolences with all Philip's friends and family, his passing is a great loss. As a creative and market-oriented professional, Philip Preest imprinted a strong and personal tone on all our communications and marketing outreach for more than 30 years.

"His punchy graphical and messaging style has left a strong legacy and is still evident across many of our activities, as well as our events, from OUTLOOK™ to the International Nonwovens Symposium, and from INDEX™ (11 editions of which Philip promoted) to Filtrex™.

"His expertise and creativity touched so many aspects of our work. On EDANA's celebrated "Nonwovens in Cars" campaign for instance, and on our stylish cocktail parties (and their decorative invitations) associated with all events, as well as on corporate brochures and leaflets, or even web pages, used up until very recently, explaining and exploring the very

